

**Foster Care
Fortnight**

The Fostering Network

#FosteringMoments



thefosteringnetwork.org.uk/all-about-fostering

#FCF24

Getting Ready for Foster Care Fortnight

Agenda:

- Introduction to Foster Care Fortnight
- About the theme #FosteringMoments
- Resources
- How to get involved
- Questions



About Foster Care Fortnight

- Raise awareness of fostering outside of the fostering community
- Encourage people to consider foster care
- Say 'thank you' to foster carers



Making the most of

#Fostering Moments

“

Hearing a little girl start singing while she was in the bath. She was just relaxing and playing.

I've never forgotten it.

”

“

We have been fostering for 35 years and had at least 100 children. The most beautiful thing is seeing them grow and become strong.

We are so proud of being foster parents.

”

“

Watching an adoptive parent meet their child for the first time is always magical. Then the first time the child falls asleep in their arms - just breathtaking.

”

Making the most of



- Ask people in fostering community to share their moments on social media using hashtags #FCF24 and #FosteringMoments
- Encourage foster carers to take a moment for themselves and take part in self-care activities
- Elected representatives can take a moment to meet with foster carers and others in the fostering community
- Take a moment to think about how you are supporting foster carers – is your service a Fostering Friendly employer?

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#Fostering
Moments



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My favourite
fostering moment is...



#FosteringMoments

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#FCF24

Raising the profile of fostering and your fostering service

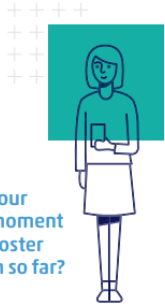
Reflect on your own practice

You don't have to reinvent the wheel every Foster Care Fortnight, so consider what has, and hasn't, worked well in previous years. For example, a lot of your existing recruitment activity or case studies may fit in with the theme of **#FosteringMoments** and help tie your content into the national activity.

Have a look at our [recruitment checklist webpage](#)

// What's a significant moment you've experienced as a foster carer?

// What has your favourite moment with your foster carers been so far?



f thefosteringnetwork

@thefosteringnetwork

@fosteringnet

Make use of social media

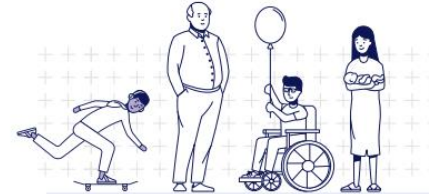
Throughout Foster Care Fortnight we will be posting videos and stories on our channels under the hashtags **#FosteringMoments** and **#FCF24**. We encourage you to do the same, tagging our accounts. Social media is a fantastic way to spread awareness of fostering outside of the fostering community. We loved seeing all your posts last year and will do our best to respond to all of them. Film videos of foster carers and children and young people sharing their fostering moments for social media. You can ask foster carers 'what's a significant moment you've experienced as a foster carer?' and children and young people 'what has your favourite moment with your foster carers been so far?'

We will also be using **#FCF24** during the fortnight to celebrate The Fostering Network's own **#FosteringMoments**, as it coincides with our 50th birthday! We'll be sharing the key moments from our 50 year story, those that have helped shaped The Fostering Network and made a difference to the whole fostering community. Much of this will be shared on the key social media channels, and we would encourage you to join in!

By using the Foster Care Fortnight logo, the theme of **#FosteringMoments**, you will be part of a UK-wide awareness raising campaign in a way that is relevant to your local community and your particular recruitment needs.

Top tips for engaging social media content:

- Vary your content across all your social media channels – this might include graphic quotes, pictures and videos.
- Use storytelling to highlight the transformative power of fostering in an impactful way. These may be from someone who has fostered, a young person who has been fostered or children of foster carers.
- Start a conversation – you can ask your followers to respond to your post, sharing their fostering moments. This will boost engagement and increase the reach of your post.
- Make room for informative content – are there any frequently asked questions your service regularly receives from prospective foster carers that you can answer in a social media post?



Have a visible presence in your local community

Having a visible presence during the fortnight can be very effective. In previous years services have come up with creative ways to make their presence known in the community. Last year one service visited schools in the local area with a large colourful model of an owl called Unity and spoke to the children about fostering.

Fairs, highstreets, stations and supermarkets are also prime locations for foster carer recruitment activity during Foster Care Fortnight. Having chosen your location based on previous experience or predicted successes (based on your target audience), a fostering stand or stall could tell the stories of people whose lives have been transformed by fostering.

You could also make use of the **#FosteringMoments** placards and you might want to get some larger ones made.

Involve local businesses and clubs

Ask businesses in your local community to support Foster Care Fortnight. This could be shops, sports clubs or any other company you have a relationship with. This might include a social media post, speaking to their staff and customers or taking part in Foster Walk.



Engage colleagues and wider services

Everyone in your organisation can contribute and play their part in recruiting foster carers. If you are a local authority there could be many potential foster carers within your own organisation.

Foster Care Fortnight is a great opportunity to talk to staff about the needs, values, aims and objectives of your fostering service, and work together to come up with new ideas to meet them.

Launch your Fostering Friendly employers scheme during #FCF24

Foster Care Fortnight could also be a good opportunity to launch your Fostering Friendly employers scheme, laying out your service's commitment to helping foster carers balance fostering with other work.

Could you work with the major employers in your area to help them adopt our Fostering Friendly scheme? This may give you a recruitment advantage in those workplaces.

Media resources

We'll be providing media packs, which will include:

- Fostering facts and figures
- Recruitment stats
- A quote from Sarah Thomas, chief executive of The Fostering Network

There's also information on our website about how to engage the media during Foster Care Fortnight!



Engaging the media

- Curate your mailing list
- Contact the right journalists
- Have case studies ready to go
- Don't always lead with Foster Care Fortnight



R News ▸ Local News ▸ Perthshire

Meet the incredible Perth and Kinross carers who have taken vulnerable youngsters under their wings

Host family carers Denice and Paul and foster carer Dave are part of a phenomenal group of carers who offer young people in need their time, compassion and a home

Mum shares her fostering story this Foster Care Fortnight

22nd May 2023

FAMILY

NORTH WALES

MP Robert Halfon hears of challenges facing foster children in Harlow

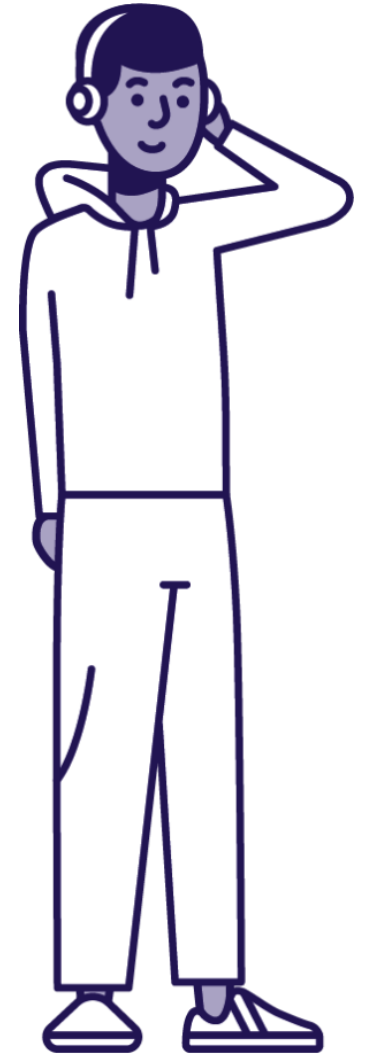
News / Mon 22nd May 2023 at 08:36am

EXCLUSIVE: Vulnerable kids put in foster care up to 500 miles from home due to carer shortage

Former Children's Minister Edward Timpson, whose own family fostered over 90 children, joined calls for people to consider fostering a child as he said carers have 'never been more needed'

Engaging politicians

- Letter to MPs asking them to get involved in Foster Care Fortnight
- Letter to councillors asking them to get involved in Foster Care Fortnight
- Arrange a meetup with foster carers, carer experienced young people and elected representatives – e.g. a roundtable or lunch





Foster Walk



thefosteringnetwork.org.uk/FosterWalk

Poll and Q&A – who is planning on getting involved in Foster Care Fortnight 2024?



The logo for The Fostering Network, featuring the text "The Fostering Network" in white on an orange square background.

The
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Thank you!

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www.thefosteringnetwork.org.uk